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CONSUMER TIME

R-158

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U.S. DEPT. OF AGRICULTURE

"GROUP THREE" FOODS

NETWORK: NBC

DATE: August 28, 1943

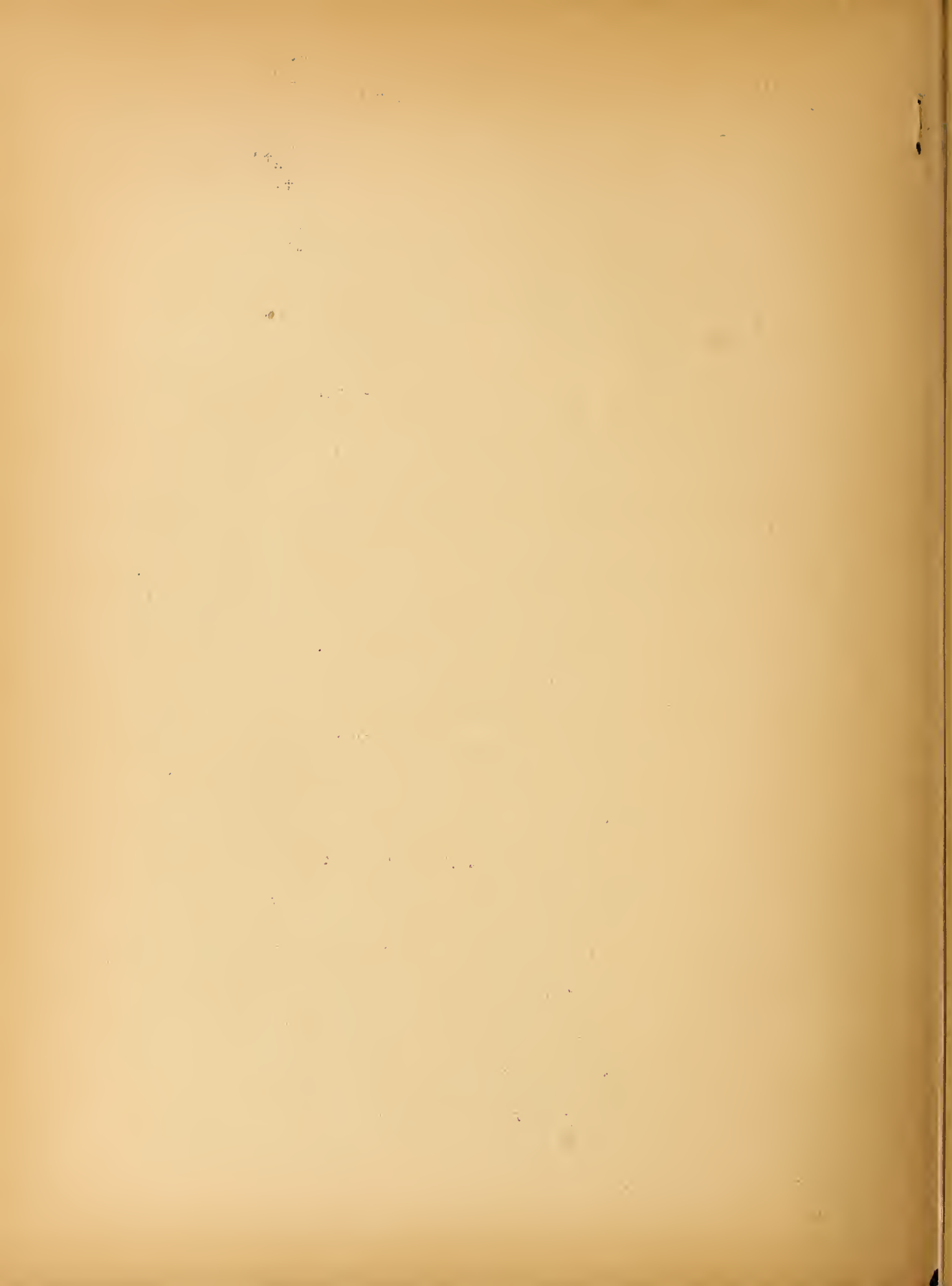
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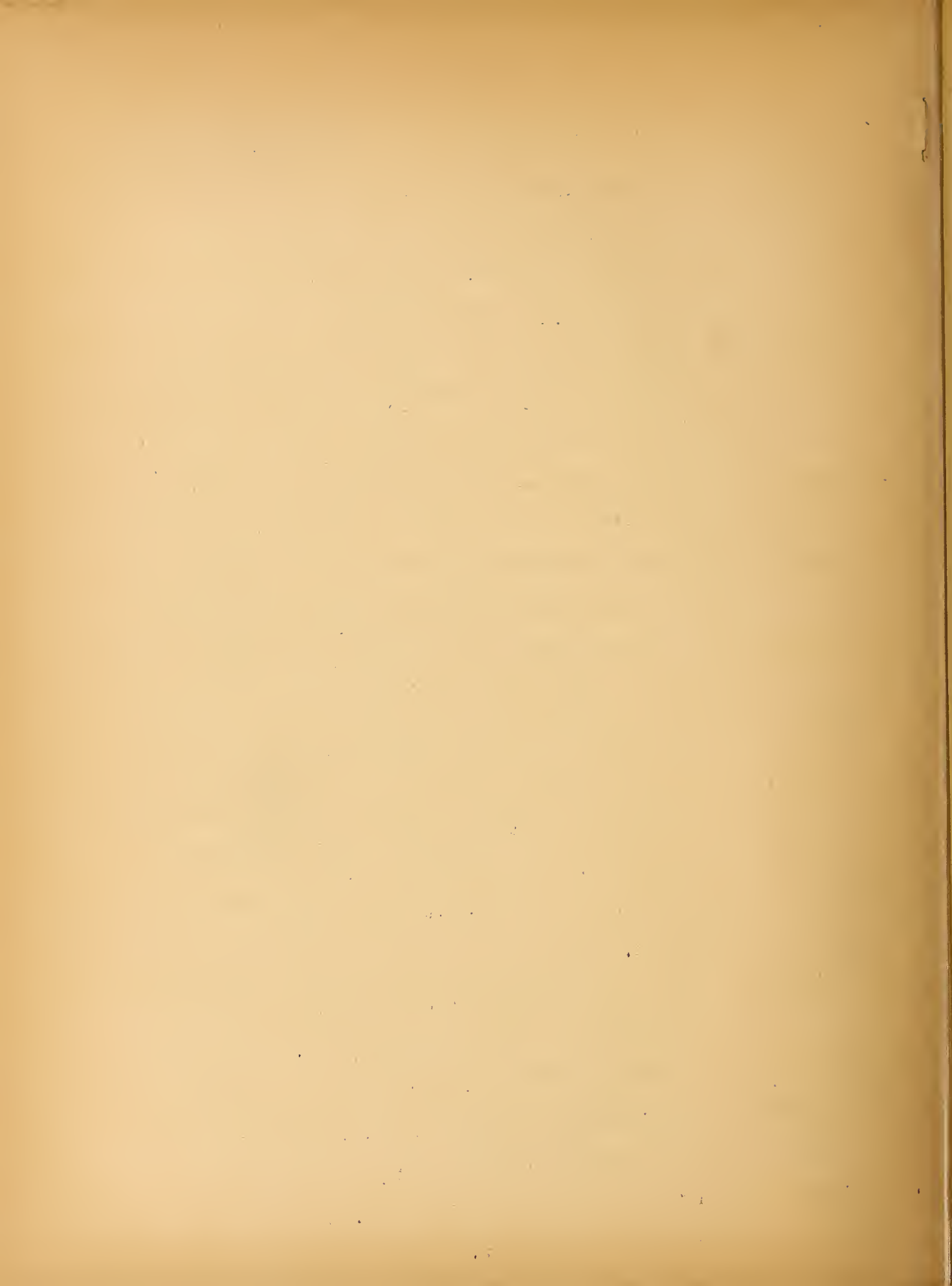
(Produced by the Food Distribution Administration of the War Food Administration, this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of this program--presented for more than ten years in the interests of consumers.)

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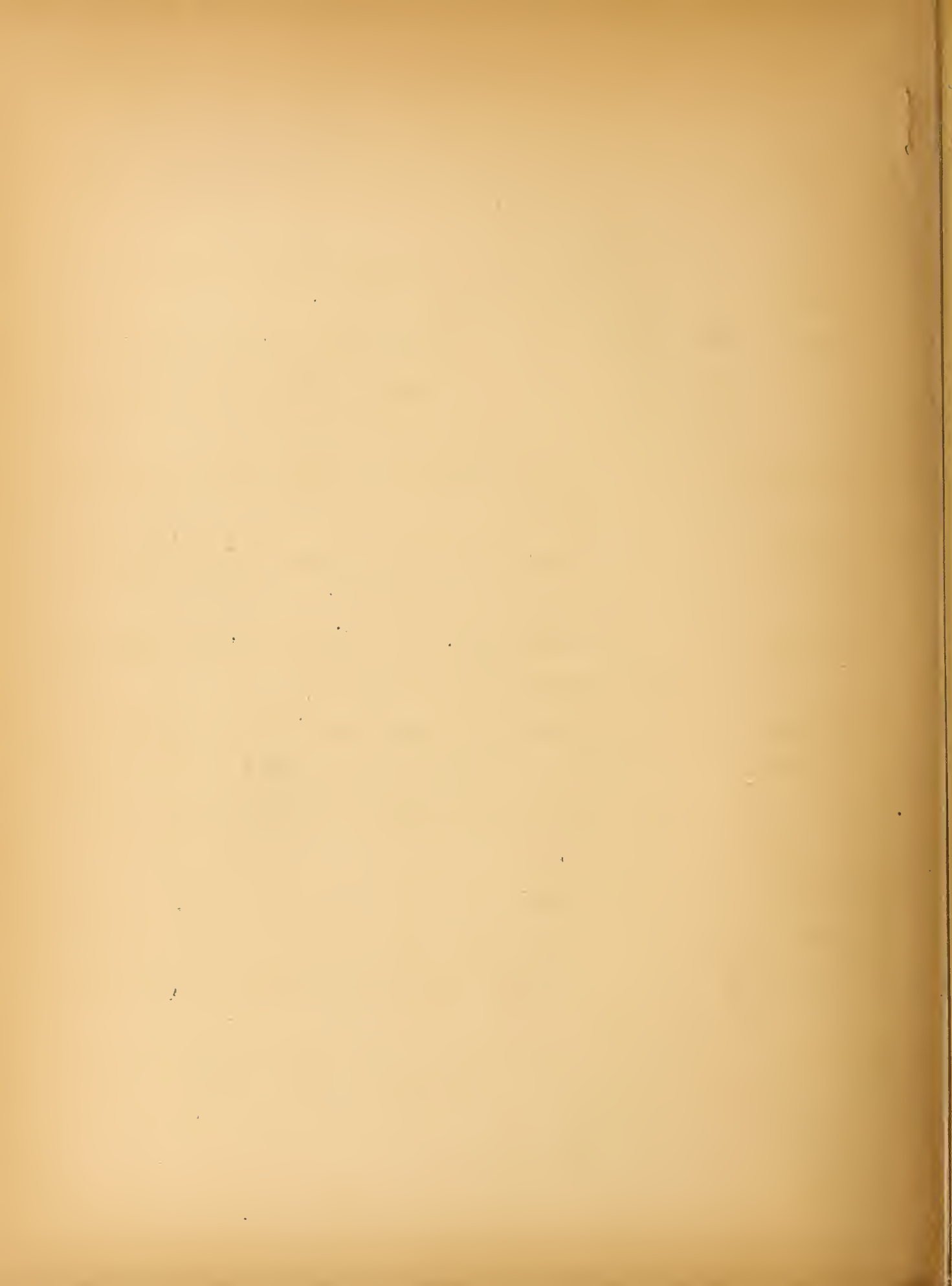
1. SOUND: CASH REGISTER RINGS TWICE--MONEY IN THE TILL
2. MAN: This is CONSUMER TIME.
3. SOUND: CASH REGISTER RINGS TWICE
4. WOMAN: That's your money, buying a living in wartime.
5. SOUND: CASH REGISTER
6. MAN: That's your money buying food.
7. WOMAN: It's your money buying clothes.
8. SOUND: CASH REGISTER---CLOSE DRAWER
9. JOHN: Yes, this is CONSUMER TIME...bringin' you facts, information, ideas which help you spend more wisely: help you save more effectively. Now, as always, food is a major item in the family budget. Today we bring a dramatic incident--and some earthy, expert facts on Group 3 of the Seven Basic Food Groups. First, however, here's last minute news on the Home Front Pledge campaign, in which consumers re-affirm their pledges to pay no more than ceiling prices: to accept no rationed goods without giving up ration points.



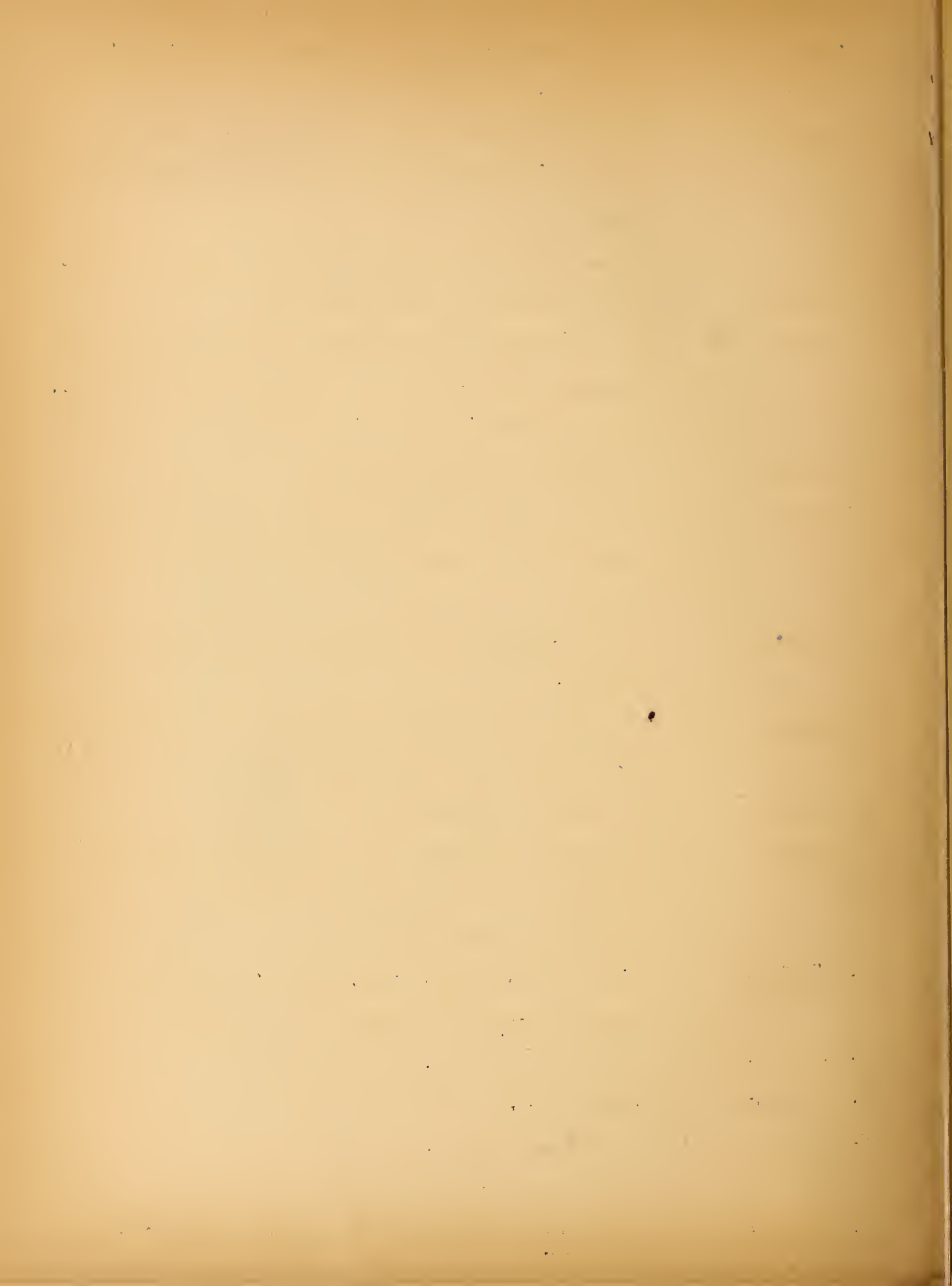
10. JOHN: Our inquiring consumer, Mrs. Evelyn Freymen, is taking a brief, well earned vacation. She's called on her friend, Mrs. Rosemary Wilson, to take her place today. So, Mrs. Wilson, I guess it's up to you to start us off on the foods in Group 3 of the Basic Seven.
11. WILSON: Thank you, Johnny. This Group 3 comprises a large assortment of fruits and vegetables. Among the most widely used foods in this group are apples, and potatoes.
12. JOHN: We certainly use lots of them in this country.
13. WILSON: They're so widely used, we take them for granted.
14. JOHN: But behind apples and most foods---there must lie many stories of struggle--and dreams--on the part of man.
15. WILSON: That's true. Apples certainly have their--shall I say, romantic--side? When our nation was younger--about 120 years ago--Ohio was the "far west"--with settlers coming in to claim its rich lands. Henry and Abigail Rice were just one of the many families marching into the--then wilderness. We see them at the end of a day, plodding along an Ohio trail with their wagon--much the worse for travel.....
16. SOUND: HORSES HOOFS, VERY SLOWLY, WAGON CREAKING...FADE DOWN AND UNDER DIALOGUE...THEN OUT ENTIRELY.
17. ABIGAIL: Is it much farther now, Henry?
18. HENRY: I can't rightly say, Abigail--but I believe the land I bought is just around the next bend in the trail.
19. ABIGAIL: It's about time we was finding it. Lands sakes, we been near a month traveling.



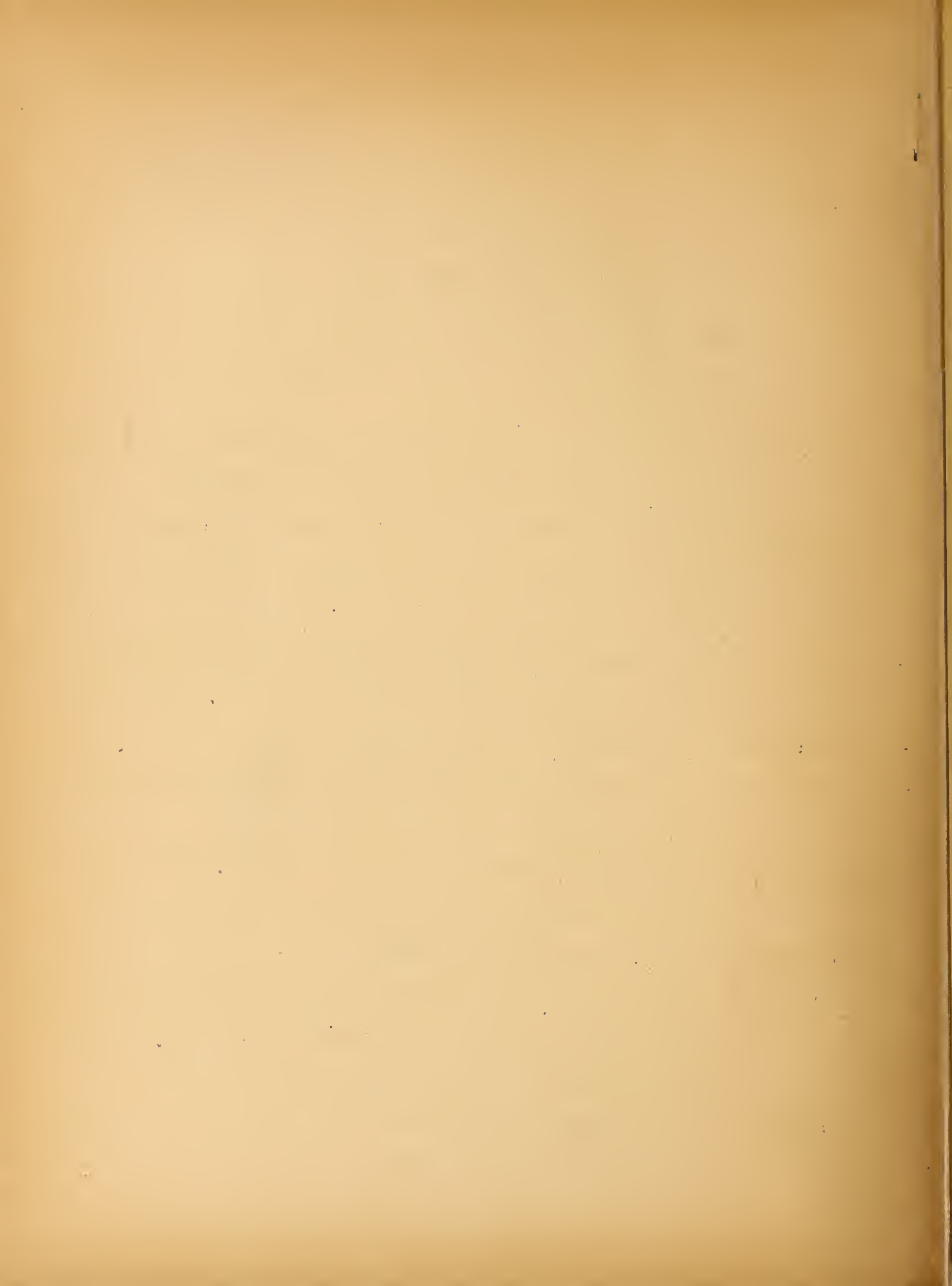
20. HENRY: Well, it's a right smart piece to move—from over Philadelphia way to this here Ohio wilderness...but Abigail, th' earth is sure rich and black.
21. ABIGAIL: Yes, and from what I hear tell, there's lots of Indians prowling around, too.
22. HENRY: I calculate as how we can take care of ourselves.
23. ABIGAIL: I calculate we better.
24. HENRY: Besides, we got neighbors not over 8—8 or 10 miles away. It aint like we was going to be all off by ourselves. Why, when I come out here in 1805—
25. ABIGAIL: Stop talkin about 1805. You wasn't no more'n a boy then. It's 1815 now.
26. HENRY: Sure, but we're still going to grow stuff a lot better'n it it grew where we come frum.
27. ABIGAIL: Well, I should think so. I wouldn't want to traipse all this long ways just fur exercise.
28. HENRY: I hope you don't get too lonesome fur your kinfolks.
29. ABIGAIL: Henry Rice, I knew 'fore we was married that we was comin out West. Things is going to be all right only...it's funny...
30. HENRY: What's funny?
31. ABIGAIL: The way I'm goin to miss the orchard Paw had. Remember how he grew the purtiest apples in th' state of Pennsylvania?
32. HENRY: They was sure good, all right. Good to eat—lots of ways —and good fur you. Wisht I had one of your apple pies fur supper tonight.
33. ABIGAIL: Wonder if we'll ever see a apple tree again..Henry, Henry! what's that comin down the trail towards us? A Indian?



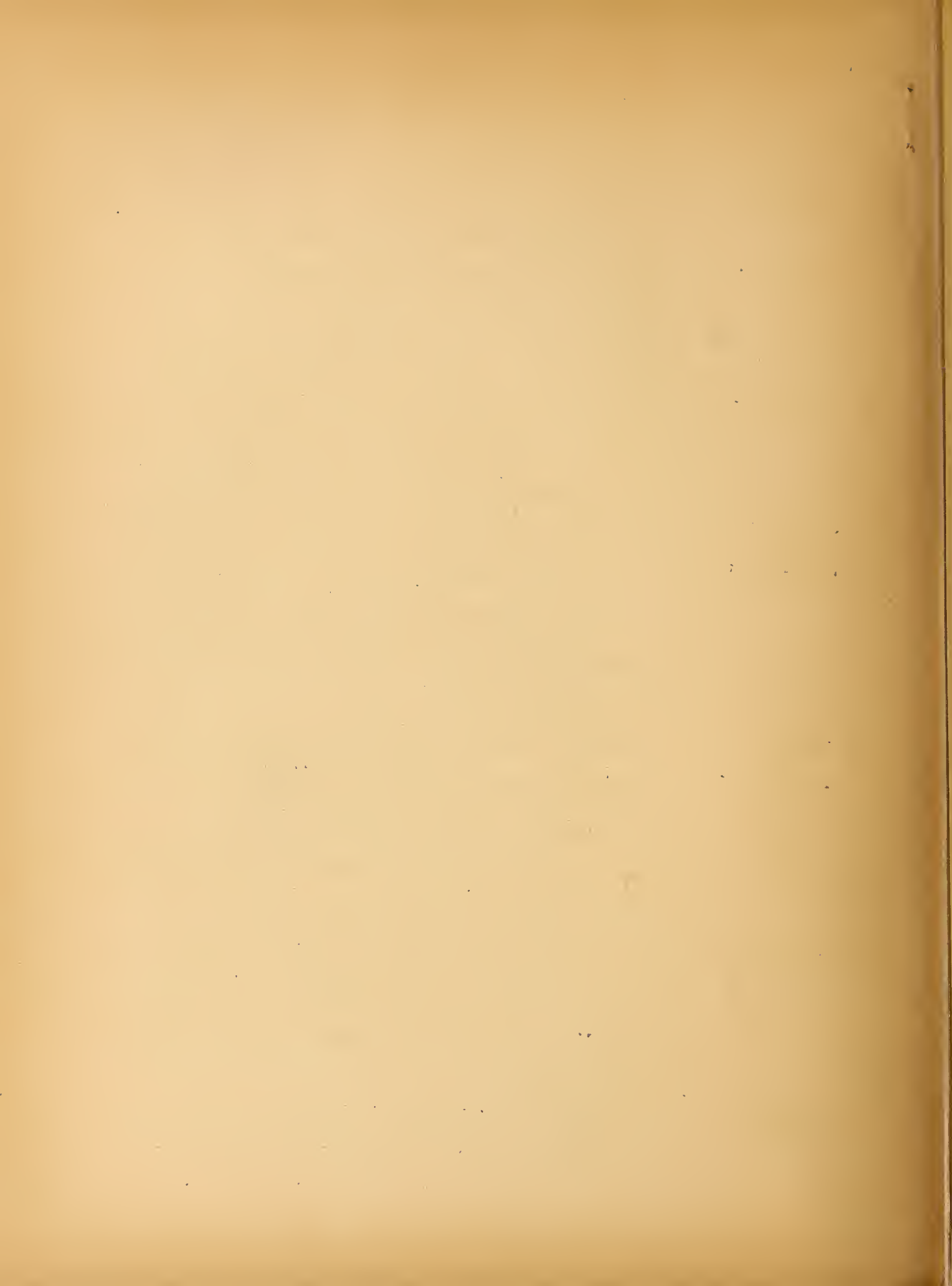
34. HENRY: Well, I never! No taint no Indian. Indian's don't dress thataway.
35. ABIGAIL: Looks like a man wearing a sack an a paper hat--an, an, look--he's barefooted--carrying a big bag over his shoulder.
36. HENRY: Maybe he's a leetle tetched in the haid...foolish like.
37. ABIGAIL: Hadn't you better get your gun ready?
38. HENRY: He don't look like he'd mean no harm. Why he's not even carrying a rifle. But he sure looks queer. (CALLING).. Howdy, stranger!
39. CHAPMAN: The Lord's peace upon you, friends.
40. HENRY: Stranger, I be Henry Rice and this here is my wife, Abigail. We're just comin fur to settle in this Ohio wilderness.
41. CHAPMAN: I am John Chapman and I welcome you to this great western country.
42. HENRY: (MUSING) John Chapman...John Chapman...seems like I heard tell of that name somewheres.
43. CHAPMAN: It is not an uncommon name.
44. ABIGAIL: We only got a little further to go, Mr. Chapman—but I reckon we better eat soon—We'd shore be pleased to have you share our vittles with us.
45. CHAPMAN: I'll do that, gladly, ma'am. Only I'll just fix me a little mush—and some apples. I eat no meat.
46. ABIGAIL: I kin fix it for you. You really mean you don't eat meat?
47. CHAPMAN: That is true.
48. ABIGAIL: And you said—apples. Why, where in this wilderness land could a body get apples? I been pinin for some for days.
49. CHAPMAN: Many a new settler feels the same way—and that's been my life work.



50. HENRY: (MUSING) John Chapman, John Chapman (LIGHT DAWNS) Why you're Johnny Appleseed, aint you?
51. CHAPMAN: People call me that.
52. HENRY: Abigail, we've met up with one of the most famous men in th' country. Why, Johnny's got more friends than General Harrison—or George Rogers Clark, I bet.
53. CHAPMAN: You're husband is very kind, ma'am—but all I do is plant apple seeds--start nurseries--so the settlers may have orchards when they come.
54. HENRY: And you've started hundreds of nurseries: planted...maybe ...millions of apple seeds from what I've ~~her'd~~ tell.
55. CHAPMAN: Well, in 25 years of wandering and laboring in this western country I have planted many seeds. Just how many, I don't know.
56. HENRY: Johnny, we don't have much money but--Abigail--well, I just got to have some apple trees for her—for our new farm.
57. CHAPMAN: And where is your new land, friend?
58. HENRY: Near as I can figger, it's just around that next bend in th' trail.
59. CHAPMAN: (LAUGHS) Then you may have as many apple trees--and perhaps some peaches and plums--as you wish.
60. HENRY: We can't pay much, Johnny.
61. CHAPMAN: (LAUGHS) I won't worry much about the money, friend. It looks as though I have been using some of your land for a nursery for the past 5 years or more.
62. ABIGAIL: And we're really going to have apple trees, Johnny Appleseed?
63. CHAPMAN: All you want--only--you must promise me to take care of the nursery and see that other settlers also have the trees they need...when they come to this part of the country.



64. HENRY: Oh, I promise to take care of things and, Johnny---when---
ever you're in this part of the country, you just got to
come stay with us.
65. ABIGAIL: We'll have a cabin...a regular house...put up soon and
the best bed will always be saved for you, Johnny.
66. CHAPMAN: Ma'am I never sleep in beds...always on the floor--or out
under the stars.
67. HENRY: Have you been around this section long, Johnny?
68. CHAPMAN: I'm never in one section long, friend Henry. There are too
many trees that need planting---apple trees. I wish to start
for New Harmony in the Illinois territory soon.
69. HENRY: Gee...that must be near on to 200 miles from here.
70. CHAPMAN: It is closer to 500 miles, friend Henry...but what matter?
All along the route there are seeds to be planted so incom-
ing settlers may have fruit when they come.---precious,
life-giving apples.
71. ABIGAIL: Do you do all this work just for nothing, Johnny?
72. CHAPMAN: Sometimes I am paid in money...but even when I receive no
pay ~~from~~ man, the Lord provides.
73. HENRY: Johnny---with that head of hair you got, I'm surprised the
Indians haven't scalped you long ago.
74. CHAPMAN: The Indians are my friends. They know I will do them no
harm---and never have they harmed me. The Prophet, Tecumseh
...and many other Indian chiefs have even helped me plant
new nurseries.
75. HENRY: It beats me..how you do it, Johnny. And yes, it beats me,
why you do it. All I know, Johnny Applesseed, is...When I'm
talking to you, I feel different inside. Guess I know I'm
talking to a great man.

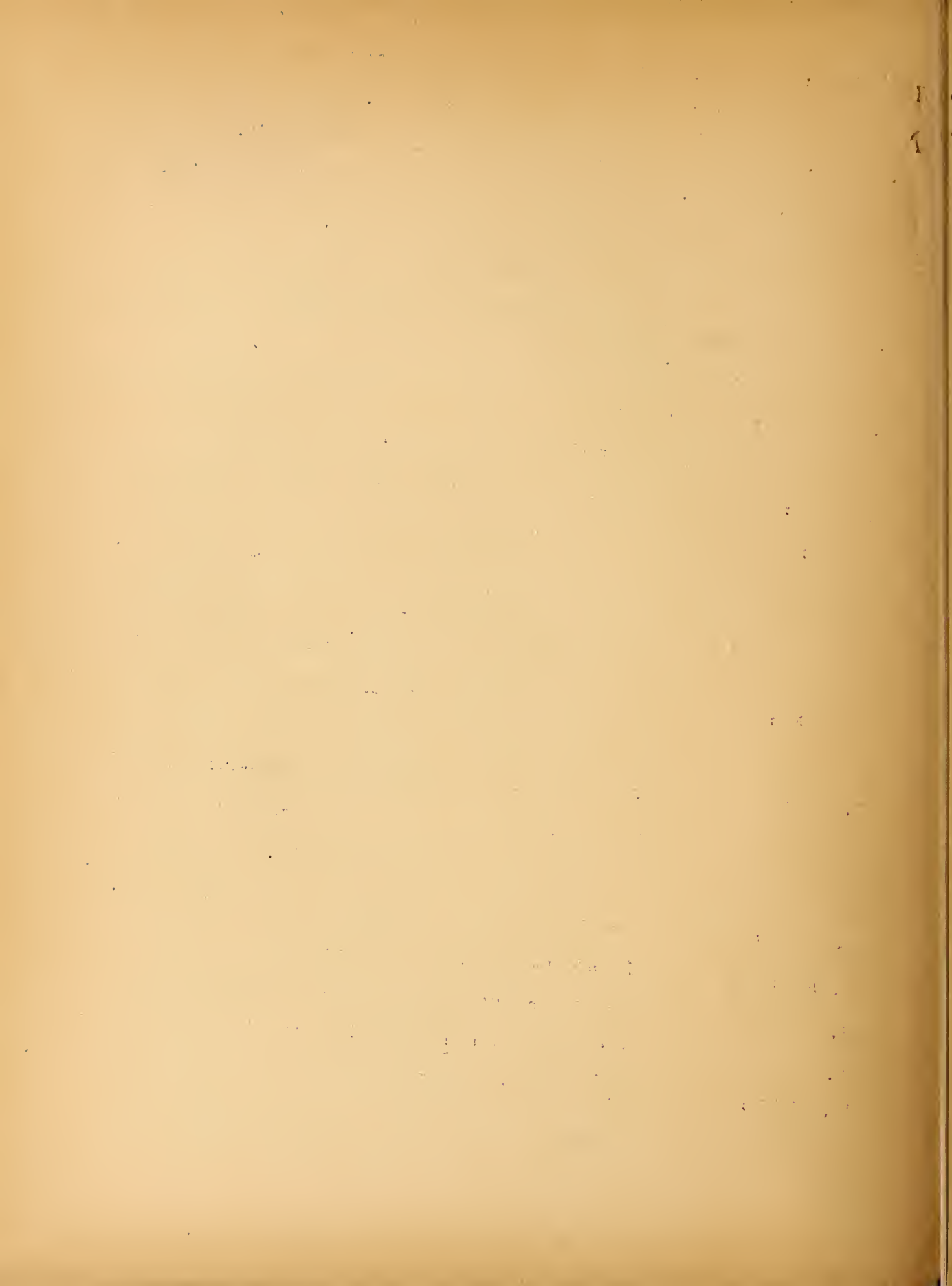


76. ABIGAIL: Yes, Henry...a man who's really following the Master's teaching to "Love thy neighbor as thyself."
- PAUSE:
77. JOHNNY: Mrs. Wilson, having delved into the past...how would you like some present day, expert information on foods in the third of the Seven Basic Food Groups?
78. WILSON: It sounds like a good idea, Johnny. Who's our guest for today?
79. JOHN: She is Mrs. Rowena Carpenter, a nutritionist with the War Food Administration.
80. AD LIB: How do you do.
81. WILSON: Mrs. Carpenter, what foods comprise Group 3?
82. CARPENTER: Lots of old standbys...potatoes, beets, parsnips...and celery, white corn, summer squash...And there are a good many fruits in this group too...apples, berries, melons, pears, peaches, grapes, quince, plums...
83. WILSON: Hold on! It seems to me you're listing just about ALL the fruits and vegetables.
84. CARPENTER: There ARE a lot of them—but I was sticking to my group. Remember, I didn't mention any of the green or yellow vegetables! They're in Group 1. Group 3 includes a number that grow above the ground and aren't either deep green or bright yellow, ---and ^{Group} one includes most of the root vegetables. You noticed, too, that I didn't say a word about citrus fruits or tomatoes...because they belong in Group 2.
85. WILSON: Sounds as though someone used a color chart in working out these food groups.

86. CARPENTER: The color chart DID help in classifying fruits and vegetables because color is a good indication of certain vitamins and minerals. You see, the Basic Seven Food Groups were set up in terms of food values. We can be sure we have a good diet if we choose at least one food from each group every day.
87. WILSON: What are the particular food values in Group 3?
88. CARPENTER: The vegetables and fruits in Group 3 have no one, spectacular quality. They're distinguished for having a number of small contributions to make... Sort of like a real good handy man...an all-around Mr. Fixit, who can do a lot of odd jobs...each one small, but all of them together so important they would be badly missed if not done.
89. WILSON: I get it. We'd definitely MISS a variety of food values that Group 3 provides if we failed to include these foods in our daily diet.
90. CARPENTER: Exactly that..even though they happen not to offer us a great deal of any one kind of food value.
91. WILSON: Like a football team that plays a good, steady game...but has no outstanding star?
92. CARPENTER: Something of the sort. You see, practically every food contributes more than one kind of food value. Take our old friend the potato, for instance.
93. WILSON: The lowly spud?
94. CARPENTER: Yes, the lowly spud. There are more food values under that brown jacket than our grandmothers dreamed of. Vitamin B₁ and C, iron, starch and protein. One single potato doesn't contain enough Vitamin B₁ or C to carry the ball over the goal line in a vitamin game. But potatoes are a year-round food that can be used in every meal of the day.

94. CARPENTER:cont. So it's easy to see how vitamins or iron or any other food values in potatoes help run up the score.
95. WILSON: It's the same idea as "Little drops of water make the mighty ocean."
96. CARPENTER: That's right. It's the sum total we're concerned about--especially in Group 3...When we go into the grocery store, we buy our vitamins and minerals...and other food values under such familiar names as potatoes, apples, turnips, and so forth. We leave it to the scientists to work out a plan that will make it not only easy--but sure that we get a well rounded assortment of food values in our market baskets. That's exactly what they have done for us in working out the Basic Seven Food Groups.
98. WILSON: So you're reminding me again that we should select at least one kind of food from each of the seven groups, every day?
99. CARPENTER: That's right, many of the foods in Group 3 are plentiful a large part of the year and they help keep the food budget within bounds. Now is the time to serve summer squash, summer potatoes, tender beets, juicy peaches...
100. WILSON: Crisp celery, luscious melons, tart grapes...You see, you've sold me on Group 3. I just hope my family won't get tired of eating these vegetables which are in such abundance right now.
101. CARPENTER: One way to avoid that is to get this leaflet, **ROOT VEGETABLES in WARTIME MEALS**. It's free...and it's a very real help in cooking root vegetables right...and cooking them so they are more appetizing than ever. There are a lot of simple, effective tricks to preparing these root vegetables.
102. WILSON: Such as?

103. CARPENTER: Proper cooking is one important point. Then there are little tricks of seasoning and of making sauces. This leaflet tells about them. It even has a quick method of making that famous Russian beet soup—bortsch...making it out of leftovers.
104. WILSON: That sounds intriguing—I'm going to try it.
105. CARPENTER: To get the free booklet just address CONSUMER TIME, War Food Administration, Washington,²⁵/D. C. I think you'll like the booklet.
106. WILSON: I'm sure I will--and I want to thank you very much for being with us today, Mrs. Rowena Carpenter.
107. JOHN: Pardon the interruption, Mrs. Wilson--but just time for a brief ration stamp round-up.
108. WILSON: Go right ahead with it, Johnny.
109. JOHN: Stamps good right now—and remaining valid through October 31—in ration book no. 1—are stamps 18—for shoes and stamp 14 for 5 pounds of sugar. Stamps 15 and 16 are each, also good for 5 pounds of sugar for canning purposes only.
110. WILSON: How about those red stamps—for many of the canned and frozen foods?
111. JOHN: Red stamps T, U, V and W are now good—and stay that way through August 31. Red stamp X becomes good tomorrow and remains usable thorough September 20.
112. WILSON: Have you been working ahead for next week? Johnny.
113. JOHN: I certainly have, Mrs. Wilson.
114. WILSON: And the program will be about?
115. JOHN: It's going to deal with --Taxes--your taxes and mine.
116. WILSON: Fine, Johnny—And I'll see you next week on CONSUMER TIME.



117. ANNOUNCER:

For your copy of the free leaflet..ROOT VEGETABLES IN
WARTIME MEALS....just write to CONSUMER TIME, War Food
Administration, Washington,²⁵/D. C, Be sure you include
your name, address and radio station...and the leaflet
will be mailed at no cost.

Heard on today's program were...

and Mrs. Rowena Carpenter, Nutritionist, War Food
Administration.

Script by Granville Dickey

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iated radio stations, presented by the War Food Administra-
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